

**Downtown Whitewater, Inc.  
Board of Directors Minutes  
Tuesday, March 8, 2011 – 8:00 am  
Whitewater Municipal Building, 2<sup>nd</sup> Floor – Lakefront Room  
312 West Whitewater Street, Whitewater, WI 53190**

**Board Members Present:** G. Hale, D. Saalsaa, J. Kachel, J. Miller, K. Scharine, D. Salverson, and B. Miller

**Others:** T. Brodnicki, J. Clements

1. **Call to Order** at 8:00 a.m. by President Geoff Hale
2. **Approval of Agenda:** Motion by D. Saalsaa, second D. Salverson, unanimous
3. **Approval of February 15, 2011 Minutes:** Motion to approve D. Salverson, second K. Scharine, unanimous
4. **President's Report (G. Hale):** Focusing on fund raising and retaining City support; expressed concern regarding uncertainty of State budget cuts; discussion regarding whether or not to publish donor information without permission
5. **Financial Report (J. Kachel):** Update regarding financials
6. **Executive Director's Report (Brodnicki):** Update regarding Executive Training in Marshfield; Wisconsin Main Street Awards will be held in Watertown, Wisconsin on April 29, 2011; National Main Street Conference will be held May 22-25, 2011 in Des Moines, Iowa; we have 37 RSVP's to date for the Award Reception to be held at the Whitewater Street Restaurant; we have nine awards to give out; Governor's conference on Downtown Revitalization will be held October 19-20, 2011 in Fond du Lac; Tami (with others) will be giving a presentation on Marketing Your Downtown; Tami updated the Board on the status of the bike racks; motion by D. Saalsaa to approve funds not to exceed \$2,500.00 for purchase of bike racks, second D. Salverson, unanimous; discussion ensued regarding difficulty in providing electrical access on Cravath Lakefront Park; discussed possibility of partnering with Fourth of July Committee to fund installation of permanent electrical panels at Cravath Lakefront Park to provide reliable access to electricity during events at Park; postponing Steve Thomas ("This Old House") event pending further information
7. **Old Business:**  
  
The 501(c) 3 application is still pending--G. Hale to send letter to IRS with revised By-Laws and other updated materials; Strategic Planning was tabled pending selection of date
8. **Committee Reports**  
  
**Promotion (Brodnicki):** We will be participating again in a Charity Event in April, with various drop-off locations in the Downtown for collections (*i.e.*, gently used eyeglasses, shoes, cell phones, etc.); a fall festival (yet to be named) is in the planning stages  
  
**Design (Saalsaa):** Committee is working on their work plans; Chuck Nass has identified stressed/diseased trees in the Downtown that need to be replaced, some of which are heaving the sidewalk causing a potential safety risk; some of the overgrown trees are damaging facades on several structures; Design Committee is currently seeking legal opinion from City Attorney with regard to formal notification of non-compliance issues regarding Façade Grant Agreement with Bob Sweet.  
  
**Organization (Brodnicki):** Organization Committee is working on Annual Awards event scheduled for March 11, 2011; went over current RSVP list and secured silent auction items, time and location of event and food and drink for evening

**Economic Restructuring (Kachel):** Discussed the ER Committee working with the Promotion Committee and marketing the coupon card versus the coupon book; also working with Promotion Committee on marketing the Triangle District for business retention and recruitment.

9. **Announcements:** Tami will take vacation from March 28 through April 1, 2011. Kevin met with Paul Jaden who used to be Main Street Board President for On Broadway and discussed the importance of Main Street and moving it to the new WEDC that will replace the Department of Commerce
10. **Future Agenda Items:** None proposed at this time.

**Meeting adjourned**

**Next board meeting is April 12, 2011 at 8:00 am at 312 West Whitewater Street, Whitewater, WI 53190**